

REMARKS

To advance the prosecution of the application, as well as further clarify the distinctions between the subject invention and the prior art of record, previously pending claims 48-85 have been cancelled, and new claims 86-109 are presented herein. It is respectfully submitted that the subject matter of the newly presented claims is neither disclosed, nor otherwise suggested, by the prior art of record.

For example, claim 86 recites a system for presenting customized bundled products to members of a group for purchase on a vendor's e-commerce site. One of the elements recited in that claim is a server application that is responsive to a request from an authorized user associated with the group, e.g. an administrator, to present a first interface that enables the authorized user to define a plurality of virtual bundles. Each virtual bundle comprises a set of one or more products supplied by the vendor and selected by the user. An example of such an interface is illustrated in Figures 3-1 and 3-2 of the application.

In the Office Action dated July 27, 2004, the newly-cited article entitled "GE Capital Fleet Services Launches Driver-Based Vehicle Ordering Application" (identified as "PRN") was relied upon for its disclosure of an online ordering system that allows drivers to order vehicles based on parameters selected by a fleet manager. It is respectfully submitted, however, that the PRN article does not disclose the presentation of an interface that allows the fleet manager to define a plurality of virtual bundles, where each virtual bundle comprises a set of one or more products supplied by a vendor associated with an e-commerce site. At best, the article indicates that the driver is permitted to configure a vehicle based on parameters that are selected by the fleet manager. However, the nature of those

parameters is not disclosed. In particular, the article does not disclose , nor otherwise suggest, that the fleet manager defines virtual bundles of products, e.g., different vehicles each having a specific configuration of options and or accessories. Rather, it appears that the configuration of the vehicle is determined by the driver at the time of ordering the vehicle, rather than by the fleet manager. The role of the fleet manager appears to be the designation of those options that can be selected by the driver as part of the permissible configuration.

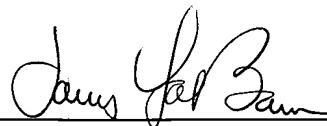
For at least this reason, therefore, it is respectfully submitted that the newly presented claims are patentable over the prior art of record. Additional distinguishing features of the invention are set forth in the other claims, and not suggested by the cited prior art. A discussion of these other features will be held in abeyance, pending further examination.

Reconsideration and withdrawal of the previous grounds of rejection, and allowance of all pending claims is respectfully requested.

Respectfully submitted,

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